AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently amended) A computer-implemented method for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with a corresponding individual, the method comprising:

downloading player tracking software by a player tracking unit from a player tracking server of a player tracking system when the player tracking unit is powered on;

receiving the plurality of attributes regarding the individuals via the player tracking system including the player tracking server and a card reader of the player tracking unit;

querying the relational database based on selected ones of the plurality of attributes to determine a first subset of individuals having at least one of the plurality of attributes in common;

comparing, by a central processing unit of the player tracking system, the selected attributes associated with each of the first subset of individuals with the selected attributes associated with others of the first subset of individuals to determine at least one difference among the plurality of attributes according to which the first subset of individuals may be divided into **a** further ~~**subsets**~~ **subset** of individuals, the at least one difference determined based on the plurality of attributes received via the player tracking system **and a plurality of voice commands received via the player tracking unit**;

forming, by the central processing unit, **[[a]] the** further subset in accordance with the at least one difference;

identifying further, by the central processing unit, selected ones of the plurality of attributes that are received via the card reader and the player tracking server and that are shared by the individuals in the further subset to define a promotional offering in association with the identified further selected ones of the plurality of attributes shared by the individuals in the further subset, wherein said identifying further is performed after performance of said downloading; and

providing the promotional offering as an award for one or more individuals in the further subset, wherein one of the individuals of the further subset plays a number of games by betting a total amount lower than any of the individuals of the first subset of individuals that are excluded from the further subset, wherein the one or more individuals in the further subset has a set of

attributes which are common with only specific individuals from the first subset of individuals and which may be used to identify distinct subgroups within the first subset of individuals with reference to differences in attributes of the first subset of individuals, and wherein each difference may be referred to as a single relational polymorphism.

2. (Original) The method of claim 1 further comprising applying at least one query to the relational database to identify the first subset of individuals, the at least one query corresponding to the at least one of the plurality of attributes which the first subset of individuals have in common.

3-4. (Canceled)

5. (Original) The method of claim 1 further comprising defining a gaming DNA including the selected attributes.

6. (Original) The method of claim 5 wherein the gaming DNA includes only the selected attributes.

7. (Original) The method of claim 5 wherein the gaming DNA includes additional attributes beyond the selected attributes.

8. (Previously presented) The method of claim 5 wherein the gaming DNA includes attributes fewer than all of the plurality of attributes.

9. (Original) The method of claim 1 further comprising generating a marketing strategy for at least one of the further subsets of individuals.

10. (Previously presented) The method of claim 9 wherein generating the marketing strategy comprises identifying at least one single relational polymorphism among the individuals of the first subset and generating the marketing strategy with reference thereto.

11. (Original) The method of claim 10 wherein the at least one single relational polymorphism corresponds to at least one of age, geographical region, gender, income, frequency of play, favorite day to play, favorite time to play, average amount bet, total amount

played, game preference, denomination preference, cuisine preference, beverage preference, music preference, and date of birth.

12. (Original) The method of claim 1 wherein the relational database comprises a player tracking database generated in a gaming environment, and the individuals correspond to players in the gaming environment.

13. (Previously presented) The method of claim 12 wherein the plurality of attributes comprises at least one of age, geographical region, gender, income, frequency of play, favorite day to play, favorite time to play, average amount bet, total amount played, game preference, denomination preference, cuisine preference, beverage preference, music preference, and date of birth.

14. (Original) A computer readable medium having computer program instructions stored therein for performing the method of claim 1.

15. (Currently amended) A computer readable medium having data stored therein identifying the further subsets ~~identified~~ according to the method of claim 1.

16. (Original) The method of claim 1 wherein the relational database comprises player tracking data from a plurality of gaming properties.

17. (Original) The method of claim 16 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

18. (Currently amended) A player tracking system for use in a gaming environment comprising at least one computing device having a central processing unit and associated memory for storing a player tracking database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with a corresponding individual, the central processing unit being operable to:

receive the plurality of attributes regarding the individuals via the player tracking system including a player tracking server and a card reader of a player tracking unit, wherein the player

tracking unit is configured to download player tracking software from the player tracking server when the player tracking unit is powered on;

query the player tracking database to determine a first subset of individuals having at least one of the plurality of attributes in common;

compare selected ones of the plurality of attributes associated with one or more individuals of the first subset of individuals with the selected attributes associated with others of the first subset of individuals to determine at least one difference among the plurality of attributes according to which the first subset of individuals may be divided into **a** further ~~**subsets**~~ **subset** of individuals, the at least one difference determined based on the plurality of attributes received via the player tracking system **and a plurality of voice commands received via the player tracking unit**;

form **[[a]] the** further subset in accordance with the at least one difference;

identify further selected ones of the plurality of attributes that are received via the card reader and the player tracking server and that are shared by the individuals in the further subset to define a promotional offering, wherein the promotional offering is defined in association with the identified further selected ones of the plurality of attributes shared by the individuals in the further subset, wherein the identification is performed after performance of the download; and

provide the promotional offering as an award for one or more individuals in the further subset, wherein one of the individuals of the further subset plays a number of games by betting a total amount lower than any of the individuals of the first subset of individuals that are excluded from the further subset.

19. (Original) The player tracking system of claim 18 wherein the player tracking database comprises player tracking data from a plurality of gaming properties.

20. (Original) The player tracking system of claim 19 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

21. (Currently amended) A method for providing software via a wide area network comprising transmitting computer program instructions over the wide area network, the computer program instructions being operable to cause a computer to perform a method for analyzing data in a relational database in which a plurality of attributes are stored for each of a

plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with a corresponding individual, the method comprising:

downloading player tracking software by a player tracking unit from a player tracking server of a player tracking system when the player tracking unit is powered on;

receiving the plurality of attributes regarding the individuals via the player tracking system including the player tracking server and a card reader;

querying the relational database to determine a first subset of the individuals having at least one of the plurality of attributes in common;

comparing, by a central processing unit of the player tracking unit, selected ones of the plurality of attributes that are received via the card reader and the player tracking server and that are associated with each of the first subset of individuals with the selected attributes associated with others of the first subset of individuals, wherein said comparing selected ones of the plurality of attributes is performed to determine at least one difference among the plurality of attributes according to which the first subset of individuals may be divided into **a** further ~~**subsets**~~ **subset** of individuals, the at least one difference determined based on the plurality of attributes received via the player tracking system **and a plurality of voice commands received via the player tracking unit**, wherein said comparing is performed after performing said downloading;

forming, by the central processing unit, **[[a]] the** further subset in accordance with the at least one difference;

defining a promotional offering in association with the at least one difference; and

providing the promotional offering as an award for one or more individuals in the further subset, wherein one of the individuals of the further subset plays a number of games by betting a total amount lower than any of the individuals of the first subset of individuals that are excluded from the further subset.

22. (Original) The method of claim 21 wherein the relational database comprises player tracking data from a plurality of gaming properties.

23. (Original) The method of claim 22 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

24. (Currently amended) A computer-implemented method for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of

individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with a corresponding individual, the method comprising:

downloading player tracking software by a player tracking unit from a player tracking server of a player tracking system when the player tracking unit is powered on;

receiving the plurality of attributes regarding the individuals via the player tracking system including the player tracking server and a card reader;

querying the relational database to determine a first subset of individuals having at least one of the plurality of attributes in common;

identifying selected ones of the plurality of attributes as gaming DNA attributes;

comparing, by a central processing unit of the player tracking system, the selected attributes that are received via the card reader and the player tracking server and that are associated with each of the first subset of individuals with the selected attributes associated with others of the first subset of individuals, wherein said comparing the selected attributes is performed to determine at least one single relational polymorphism in the respective gaming DNA attributes, the at least one single relational polymorphism determined based on the plurality of attributes received via the player tracking system **and a plurality of voice commands received via the player tracking unit**, wherein said comparing is performed after performing said downloading;

dividing the first subset of individuals into further subsets of individuals in accordance with the at least one single relational polymorphism; and

providing **[[the]]** **a** promotional offering as an award for one or more individuals in at least one of the further subsets, wherein one of the individuals in the at least one of the further subsets plays a number of games by betting a total amount lower than any of the individuals of the first subset of individuals that are excluded from the at least one of the further subsets.

25. (Original) The method of claim 24 wherein the relational database comprises player tracking data from a plurality of gaming properties.

26. (Original) The method of claim 25 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

27. (Currently amended) A computer-implemented method for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of

individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with a corresponding individual, the method comprising:

downloading player tracking software by a player tracking unit from a player tracking server of a player tracking system when the player tracking unit is powered on;

receiving the plurality of attributes regarding the individuals via the player tracking system including a card reader and the player tracking server;

querying the relational database to determine a first subset of individuals having a first one of the plurality of attributes in common;

querying, by a central processing unit of the player tracking system, the relational database to determine a further subset of the first subset of individuals having a second one of the plurality of attributes in common;

identifying, by the central processing unit, selected ones of the plurality of attributes that are received via the card reader and the player tracking server and that are shared by the individuals in the further subset to define a promotional offering in association with the identified selected ones of the plurality of attributes shared by the individuals in the further subset, wherein said identification is performed after performing said downloading; and

awarding one or more individuals in the further subset with the promotional offering, wherein one of the individuals of the further subset plays a number of games by betting a total amount lower than any of the individuals of the first subset of individuals that are excluded from the further subset; and

wherein the one or more individuals in the further subset has a set of attributes which are common with only specific individuals from the first subset of individuals and which may be used to identify distinct subgroups within the first subset with reference to differences in attributes of the first subset of individuals, and wherein each difference may be referred to as a single relational polymorphism, the single relational polymorphism determined based on the plurality of attributes received via the player tracking system **and a plurality of voice commands received via the player tracking unit**.

28. (Previously presented) The method of claim 1, wherein the player tracking server is connected to the player tracking unit via a data collection unit.

29. (Previously presented) The method of claim 1, wherein the player tracking server comprises the relational database.